Executive Proclamation
State of South Dakota
Office of the Governor

Whereas, The vast majority of Americans recognize that it is important to own life insurance to safeguard the financial security of their loved ones; and,

Whereas, The life insurance industry pays approximately $60 billion to beneficiaries each year, providing a tremendous source of financial relief and security to families that experience the loss of a loved one; and,

Whereas, Despite the peace of mind life insurance brings to millions of American families, there are still too many Americans who lack adequate life insurance coverage; and,

Whereas, The unfortunate reality today is that 70 million adult Americans have no life insurance, and most of those with coverage have less than experts recommend; and,

Whereas, A recent survey found that nearly half of all Americans are worried about how their families would manage financially if they were to die tomorrow; and,

Whereas, During times like these when so many families continue to struggle, life insurance coverage is more important than ever because most families have fewer financial resources to fall back on than in years past, increasing their financial vulnerability; and,

Whereas, The nonprofit Life and Health Insurance Foundation for Education (LIFE) and a coalition representing hundreds of leading life insurance companies and organizations have designated September 2010 as "Life Insurance Awareness Month," whose goal is to make consumers more aware of their need for life insurance protection, to encourage them to seek advice from a qualified insurance professional, and to take the actions necessary to achieve a financially secure future for their loved ones:

Now, Therefore, I, M. Michael Rounds, Governor of the state of South Dakota, do hereby proclaim September 2010 as

LIFE INSURANCE AWARENESS MONTH

in South Dakota, and to urge citizens to learn more about life insurance and its benefits.

In Witness Whereof, I have hereunto set my hand and caused to be affixed the Great Seal of the state of South Dakota, in Pierre, the Capital City, this Fifth Day of August in the Year of Our Lord, Two Thousand and Ten.

M. Michael Rounds, Governor

Attest:

Chris Nelson, Secretary of State